



National Student
Electronic Media
Convention
Seattle, WA
#CBISeattle
October 23-25, 2014



Welcome to Seattle!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, I'd like to welcome you to Seattle for the National Student Electronic Media Convention (NSEMC), or CBI Seattle for short. CBI Seattle is America's top convention dedicated exclusively to the interests of student radio stations, TV/video outlets, and webcasters. Whichever category—or categories—you fall into, we are confident that you will leave the convention with the skills and motivation to improve your student media outlet.

In its third year, the NSEMC continues to grow. Among the improvements this year are an additional breakout room, giving you the choice of six sessions during most time slots; a pre-convention workshop—FCC 101, an intensive, three-hour pre-convention workshop hosted by a veteran adviser and a nationally-known attorney. That's in addition to what's made us so successful since our inception—high-quality sessions led by advisers and media professionals, student-led roundtables, and networking and social opportunities.

I am pleased to announce that this year's keynote address will be given by Seattle broadcast legend John Curley. During his 30-year radio and TV career, John has earned numerous accolades, including multiple local Emmy Awards and the Edward R. Murrow Award for Excellence in Journalism. John previously hosted KING 5 TV's "Evening Magazine"—America's highest-rated regionally produced TV show for fourteen years—and currently hosts "The Curley and Tom Morning Show" on KIRO 97.3 FM. In his high-energy presentation, John will share his personal formula for succeeding through difficulty and achieving career goals. John's presentation will be Saturday afternoon at 2, followed by the presentation of the National Student Production Awards.

While you're attending the convention, we urge you to take advantage of our downtown Seattle location. We are just blocks from the famed Pike Place Market, and attractions such as the Space Needle and Chihuly Garden are also nearby. And we've arranged discounted tickets to the famed Experience Music Project Museum for our registrants—a must for anyone interested in music or cutting-edge pop culture. (EMP Ticket details on page 14.)

Finally, as with everything CBI does, the NSEMC would not be possible without our members. Thank you for being here, and for supporting CBI in all of its activities. Please let us know what you liked and how we can improve. Our membership meeting will be held on Thursday at 5:15 PM in Vista, and a post-convention survey is available at <http://AskCBI.org/seattle/survey/> to complete at the conclusion of the convention. We need your feedback to help us grow and serve you better.

Thank you,
Greg Weston
College Broadcasters, Inc. President



*The Ballard Locks connects Puget Sound with Lake Union and Lake Washington.
Photo Courtesy of Visit Seattle. Photographer: Howard Frisk*

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Thank you to Visit Seattle and Meet Minneapolis for use of program photography.

Front Cover Photographer: Tim Thompson, Back Cover: Claes Oldenburg & Coosje van Bruggen

Visit our Exhibitors

Stop by South to meet our exhibitors for #CBISeattle! Play CBI Exhibitor Bingo for a chance to win prizes for interacting with our exhibitors. More information is available at the Registration Table.



Keynote Speaker—Saturday 2:00 PM

CBI welcomes John Curley in the Courtyard Ballroom on Saturday. Curley is host of “The Curley and Tom Morning Radio Show” on KIRO 97.3 FM.

John Curley hosted KING 5 TV’s “Evening Magazine,” the highest-rated regionally produced TV show in the country for fourteen years. Honored with numerous regional Emmy Awards and the Edward R. Murrow Award for Excellence in Journalism, it remains a favorite highlighting the people, places and events that make the Cascadia Region so special.

Through his work at “Evening Magazine,” John quickly became the most recognized local TV personality and was voted by the readers of “Seattle Weekly” as their favorite “TV Guy.” The show has continued to provide a window on the Northwest and John is an even more familiar face today to many looking for fun and positive stories.



John Curley entertains with self-deprecating stories of his rise and “luck” in life and his career. John was never what you would call a scholar. What makes him an exceptionally popular motivational speaker is his ability to tell outrageously funny stories about himself and his implausible career moves. His gift of gab took him from selling bedpans and other glamorous medical devices to the wonderful world of television.

John is fortunate enough to have appeared on stage at the 5th Ave. Theatre and unfortunate enough to have appeared in various infomercials, including the least successful infomercial of all time. When you meet John ask him why Julia Roberts hates him, Tom Hanks fears him, and why Oprah says John tells one of the best stories she has ever heard.

National Student Production Awards—Saturday 3:00 PM

Join us in the Courtyard Ballroom as Steve Migliore, Co-Host and Executive Producer of “The BJ Shea Morning Experience” on KISW 99.9 FM emcees this event! A complete list of finalists can be found on pages 7 & 8. CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. Come to this session to accept your award or to view and hear the best in student-produced media. Thank you to participating CBI members and those who helped judge the awards this summer.



*Pike Place Market is one of Seattle’s best known historical landmarks.
Photo Courtesy of Visit Seattle. Photographer: Howard Frisk*

Thanks to our #CBISeattle Sponsors!



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Burli Software has produced newsroom software for almost 20 years. Its flagship product, the widely-used Burli Newsroom System, is recognized for its ease of use, reliability, and leading-edge mobile and desktop tools for gathering, managing, editing and delivering broadcast news content to various platforms. Thousands of students all over the globe are learning Burli today. Burli is a leading tool in journalism and broadcast schools—<http://burli.com>



The College Radio Foundation (CRF) is a registered 501(c)(3) charity that works to promote and support non-commercial college radio stations and the students involved with them. The CRF has two primary programs: the annual College Radio Day event and the newly launched College Radio Fund (raising funds for station grants and student scholarships). Visit <http://collegeradio.org>



The Columbia Journalism School's purpose is to educate and train students, from all over the world, to become accomplished professional journalists. We offer MS and MA programs in journalism, dual degree in computer science, and a Ph.D. in Communications—<http://journalism.columbia.edu>



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Swag Swap Social–Thursday

Thursday—6:00 PM-8:00 PM

Visions–28th Floor, All Attendees Welcome

From air fresheners to zippered hoodies, college radio and television outlets are known for their awesome swag. This year we are emphasizing the swap part by incorporating it into our evening social.

Bring your best swag and be prepared to swap and talk with your peers about what you have, what you paid for it, and how you distribute it to eager fans.

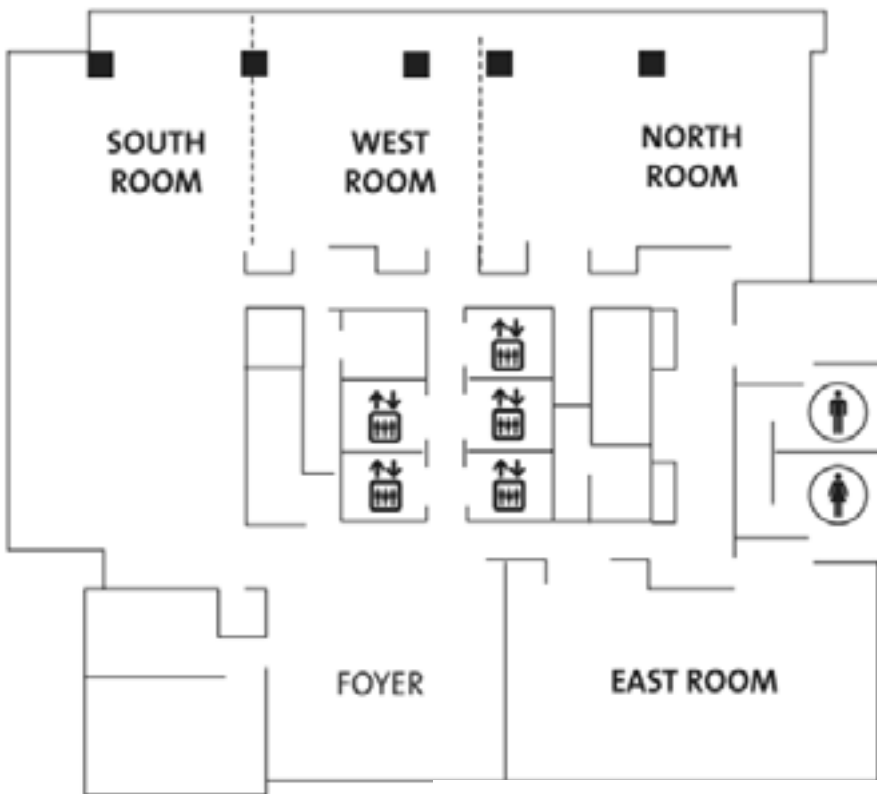


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A limited amount of free beverages will be provided along with music to make this a NSEMC gathering you will not want to miss (not to mention the great view)!

Renaissance Convention Maps

THIRD FLOOR



Registration and Exhibits are in South.

West, North, and East rooms host breakout sessions.

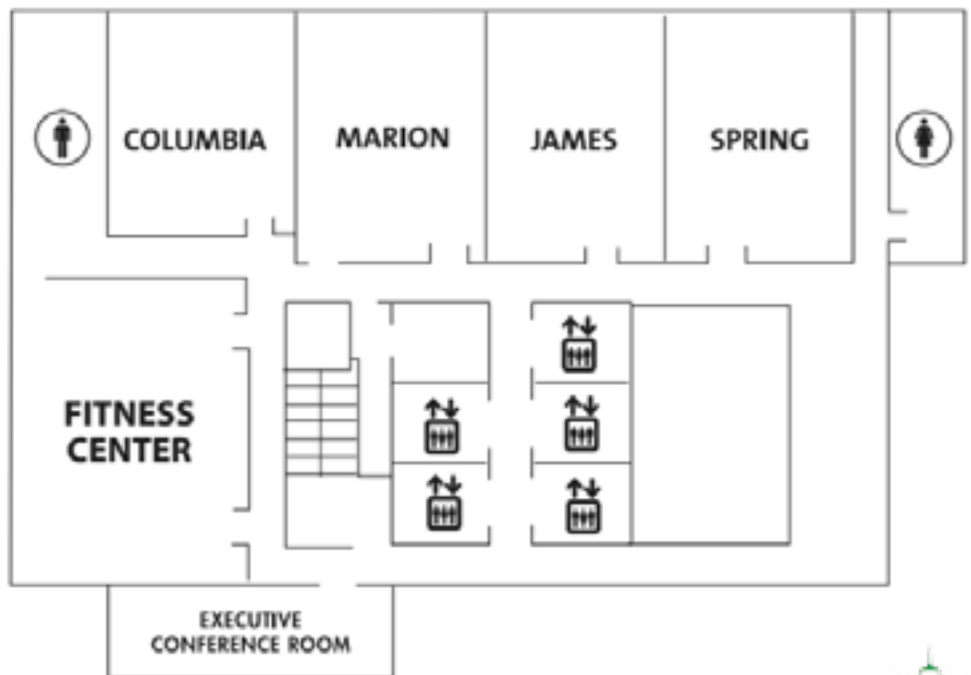
Vista is on the 28th Floor. The CBI Membership Meeting, resume & demo review, and Welcome to Seattle Session are in **Vista**.

FOURTH FLOOR

Columbia, Marion, and James rooms host breakout sessions.

Next Generation Radio sessions meet in **Spring**.

Thursday's Swag Swap Social is in **Visions** on the 28th Floor.



The Keynote Speaker and National Student Production Awards on Saturday are on Level B of the hotel.



CBI National Student Production

Best Radio Podcast

KCWU-FM 88.1 The 'Burg
Central Washington University
"The 'Burg Spotlight"

School of Journalism and Mass Communication
University of North Carolina-Chapel Hill
"Carolina Connection, Jan. 24, 2014"

KZSU-FM
Stanford University
"Episode 23: Pinky and the Brain"

KWVA-FM
University of Oregon
"Nick Aliotti: The Best Interview Around"

Best Television Comedy

North Texas Television
University of North Texas
"GDI-Gamma Delta Iota"

NeuTube
Neumann University
"The Media Club: Episode 3"

NeuTube
Neumann University
"NeuTube Laughs: Shamrock Shakes"

Cable 8
Washington State University
"Viral Vision: Profs Reading Tweets"

Best Station Imaging (Radio & TV)

Titan TV
University of Wisconsin Oshkosh
"Welcome Back"

WSWI-AM
University of Southern Indiana
"The Edge Imaging"

TV2 KSU
Kent State University
"TV2.0"

WSUM-FM
University of Wisconsin-Madison
"WSUM Imaging Package"

Best Radio Newscast

WGCS-FM
Goshen College
"Globe News"

WONC-FM
North Central College
"February Original Report"



WZND Fuzed Radio
Illinois State University
"Chris Newman Newscast"

WSUM-FM
University of Wisconsin-Madison
"6 PM Newscast October 14"

Best Television Vodcast

WKNC-FM
North Carolina State University
"WKNC's The Lounge: Matthew E. White 'Big Love'"

WKNC-FM
North Carolina State University
"WKNC's The Lounge: TOW3RS 'The Situation'"

Orbit TV
Muskingum University
"Luke's Tech Corner"

KJHK-FM
University of Kansas
"Live @ KJHK-Your Friend at the Natural History Museum"

Best Radio Special Broadcast

WHSN
Husson University
"Edgar Allan Poe's Tales of Mystery & Imagination"

WJMU-FM
Millikin University
"The War of the Worlds"

WCRX-FM
Columbia College Chicago
"Sam Lay"

KJHK-FM
University of Kansas
"KJHK-USS Carpathia Holiday Special"

Best Radio News Reporting

WGCS-FM
Goshen College
"Blood Drive"

KTSW-FM
Texas State University
"Texas Wild Rice Festival"

WMUL-FM
Marshall University
"MU PreK"

School of Journalism and Mass Communication
University of North Carolina-Chapel Hill
"Women Lag Behind in Entrepreneurship"

Best Television Newscast

Ithaca College Television
Ithaca College
"Newswatch 16-April 8, 2014"

North Texas Television
University of North Texas
"ntTV Nightly News"

UTVS Television
St. Cloud State University
"UTVS News"

TV2 KSU
Kent State University
"TV2 News-February 28, 2014"

Best Radio DJ

WGCS-FM
Goshen College
"Ashlee Evans Air Check"

WBGU-FM
Bowling Green State University
"The Afternoon Rush"

KCSU-FM
Colorado State University
"DJ Thunderbeard and DJ ZJ's Super Sweet Sixteen and Pregnant Show"

WZND Fuzed Radio
Illinois State University
"Elizabeth Rill's DJ Compilation"

Best Television Special Broadcast

Orbit TV
Muskingum University
"Muskie Daily Special Edition: Bomb Threat Update"

Rowan Television Network
Rowan University
"Philippine Benefit Special: Typhoon Haiyan Relief"

Cable 8
Washington State University
"Finding Frankie's Diagnosis"

TV2 KSU
Kent State University
"Breaking News-KSU Gunman"

Best Television News Reporting

School of Journalism and Mass Communication
University of North Carolina-Chapel Hill
"Police Take Down"

UTVS Television
St. Cloud State University
"Giving by the Gallon"

KWVA-FM
University of Oregon
"UO Students Say Sayonara to EMU"

TV2 KSU
Kent State University
"Gary's Story"

Best Radio Sports Reporting

UTA Radio
University of Texas-Arlington
"UTA Radio Sports Breakdown 2-18-14"

WRHU-FM
Hofstra University
"Women Can Tackle Too"

WISU-FM
Indiana State University
"WISU Sports Update"

KWVA-FM
University of Oregon
"Oregon Takes the Decade, Defeats Washington 45-24"

Awards Finalists Categories

Best Television Sportscast

School of Journalism and Mass Communication
University of North Carolina-Chapel Hill
"Sports Extra-April 21, 2014"

Cable 8
Washington State University
"Cognition Season 3 Episode 6"

OUTV/WIRE
University of Oklahoma
"Sooner Sports Pad"

TV2 KSU
Kent State University
"Friday Football Frenzy"

Best Radio Public Service Announcement

WOBN-FM
Otterbein University
"Superman"

WISU-FM
Indiana State University
"Bullying PSA"

KWSC-TV
Wayne State College
"Conn Library"

WDBM Impact89FM
Michigan State University
"Safe Halloween"

Best Television Promo

Viking Fusion
Berry College
"Viking Fusion App"

North Texas Television
University of North Texas
"We Are North Texas"

TV2 KSU
Kent State University
"TV2 Connected"

TV2 KSU
Kent State University
"Welcome Spring"

Best Radio Regularly Scheduled Program

AUC Radio
The American University in Cairo
"The Rundown Group 1: Humanizing Machines"

WDBM Impact89fm
Michigan State University
"Impact Exposure"

WCRX-FM
Columbia College Chicago
"Writers at the Edge"

KWVA-FM
University of Oregon
"This Oregon Life: Trapped"

Best Radio Sports Play-By-Play

WOBN-FM
Otterbein University
"Otterbein University Men's Basketball vs. Muskingum"

WSWI-AM
University of Southern Indiana
"USI vs. Bellermino"

KWVA-FM
University of Oregon
"Oregon vs Washington Softball"

WSUM-FM
University of Wisconsin-Madison
"Final Four Kentucky Wildcats vs. Wisconsin Badgers"

Best Television Public Service Announcement

Viking Fusion/COM 425
Berry College
"Child Abuse"

CAPS 13
Pittsburg State University
"GUSNet PSA"

KFKX-FM
Hastings College
"Beat Breast Cancer"

COM 160 TV Production
West Virginia State University
"Enough Is Enough"

Best Radio Documentary/Public Affairs

AUC Radio
The American University in Cairo
"28 and Single"

WGCS-FM
Goshen College
"Vinyl Revival"

WTBU-FM
Boston University
"Massachusetts in Motion"

WGLS-FM
Rowan University
"Online Dating: There's an App for That?"

Best Television General Entertainment Program

KBVR-TV
Oregon State University
"Glimpses: Game Night"

Titan TV
University of Wisconsin-Oshkosh
"We're All Mad Here- "Which Dreamed It""

North Texas Television
University of North Texas
"Ardillando-Season 8"

TV2 KSU
Kent State University
"Amateur Hour"

Best Social Media Presence (Radio & TV)

WKNC-FM
North Carolina State University
"WKNC Social Media"

KTSW-FM
Texas State University
"KTSW Social Media"

KJHK-FM
University of Kansas
"KJHK Social Media"

KFJC-FM
Foothill College
"KFJC Social Media"

Best Radio Promo

WGCS-FM
Goshen College
"Keeping Things Fresh"

WMUL-FM
Marshall University
"WMUL-FM Blues Format Promo"

KWSC-TV
Wayne State College
"KWSC-FM Station Promo"

KJHK-FM
University of Kansas
"KJHK-AstroBase Recruitment Ad"

Best Television Documentary/Public Affairs

MSU TV-2
Midwestern State University
"Under the Helmet"

Southeastern Channel
Southeastern Louisiana University
"McCrea 1971: Louisiana's Forgotten Rock Festival"

SCTV 39 / CTVR 129 Documentary Production
Saddleback College
"The Girl with Eight Limbs"

Mason Cable Network
George Mason University
"George Mason: Patriot for Liberty"

Best Student Media Website (Radio & TV)

Radio K - KUOM
University of Minnesota
<http://radioK.org>

Viking Fusion
Berry College
<http://VikingFusion.Berry.edu>

WGUR-FM
Georgia College and State University
<http://GCSUradio.com>

WSUM-FM
University of Wisconsin-Madison
<http://WSUM.org>



Thursday Sessions Quick View

| ROOM | 9:00 AM | 10:00 AM | 11:00 AM | Lunch |
|-----------------|--|---|--|---|
| North | Laying a Multimedia Foundation | KWVA Radio Live Sessions: Now in Multimedia | Creating Celebrity Buzz: Earn the Billing of a Top Radio Personality | We'll see you back at 1:00 PM for more sessions! |
| West | Starting Your Own Online Concert Series: Filming Live Music Performances | Online Learning for Media Courses | Show Prep and Effective Social Media Tips | Listen to the Student Cybercast live— http://live365.com/stations/CBI |
| East | Nine TV Newscasts. One Week. How? | Sports Remotes: Dos and Don'ts | Sports Coverage: From High School Athletics to Big Bowl Games | Complete your session evaluation forms! Submission boxes in all rooms. |
| James | On Becoming An Air Personality | Sales 101: The Right Prospect Makes the Best Client | Starting (or Restarting) Your Underwriting Program | Visit our vendor exhibits in South. Play Exhibitor Bingo! |
| Marion | Tips for Effective Pre- and Post-Game Hosts and Sideline Reporters | Facilitating Your Staff: Being a Kick-Ass Student Manager | Building a Strong DJ Community: Training and More for College Radio | Guest speaker biographies online at http://AskCBI.org/seattle/speakers-guests/ |
| Columbia | New Advisers Short Course | Student Radio: Adapting to a Converged Media World Roundtable | Radio Promotions Roundtable | Plan to attend the CBI Membership Meeting tonight at 5:15 PM in Vista. |

Join the CBI Board of Directors Thursday at 8:30 AM for “Welcome to Seattle: Convention Preview.”

This is your opportunity to learn about the convention, meet some of the CBI Board Members who made it happen and connect with others who are attending this great event. CBI will highlight some of the impressive sessions available to you during the convention and provide plenty of time for questions and discussion about the state of the organization and the convention.

Location: Vista—28th Floor of Renaissance Seattle Hotel



Thursday Sessions Quick View

| ROOM | 1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM |
|------|---------|---------|---------|---------|
|------|---------|---------|---------|---------|

| | | | | |
|--------------|--|---|-------------------------------------|---|
| North | Help your Friendly Neighborhood Musician | Audio Processing Basics: Things You Need to Know! | The Future of Work: Career Pathways | Leadership for Student Broadcast Managers |
|--------------|--|---|-------------------------------------|---|

| | | | | |
|-------------|--|-------------------------|---|----------------|
| West | Getting Your First Job in Broadcasting | Video Basics and Beyond | Getting Personal on the Air: Defamation, Privacy, Publicity | Video Lighting |
|-------------|--|-------------------------|---|----------------|

| | | | | |
|-------------|---|--|-----------------------------|---|
| East | Top 10 Social Media Best Practices for Broadcasters | Staying Legally Safe Online (aka The Cyber Jungle) | I'm Not Dead Yet! OTA Radio | Archiving College Radio and its History |
|-------------|---|--|-----------------------------|---|

| | | | | |
|--------------|---|------------------|--|--|
| James | Cross Over: From College Radio to a Music Industry Career | SportsTalk Radio | Concerts: Planning and Executing a (Large) Concert | Internships! Breaking into the Business by Working for Free! |
|--------------|---|------------------|--|--|

| | | | | |
|---------------|---------------------|---|--|--|
| Marion | Play-by-Play Basics | Sales 102: Getting the Appointment AND Making the Most From It! | Dramas, Sci-Fi and Other Narrative College Television Programs | Sports Conversations to Advance Any Career |
|---------------|---------------------|---|--|--|

| | | | | |
|-----------------|-----------------------|-------------------------|------------------------------|-----------------------------|
| Columbia | Radio News Roundtable | Low-Power FM Roundtable | High School Media Roundtable | Zines! Yes, They Are Viable |
|-----------------|-----------------------|-------------------------|------------------------------|-----------------------------|

Make Plans to Attend the Annual CBI Membership Meeting Today at 5:15 PM

This is your opportunity to provide in-person feedback on the association known as CBI. The meeting will begin with the state of the Association, report the finances of the Association, and transact other business as may be determined by the Directors. There will be an opportunity for interaction with the Board Members during and after the meeting.

Location: Vista—28th Floor of Renaissance Seattle Hotel



Extra CBI T-Shirts available in South!



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Thursday Sessions



Follow #CBISeattle
Convention News on
Twitter @AskCBI

Vista 8:30-8:50 AM

Welcome to Seattle: Convention Preview

This is your opportunity to learn about the convention, meet some of the CBI Board Members who made it happen and connect with others who are attending this great event. CBI will highlight some of the impressive sessions available to you during the convention and provide plenty of time for questions and discussion about the state of the organization and the convention. This is a great session to kick-off #CBISeattle!

**Gregory Weston, CBI President, University of Pittsburgh
CBI Board of Directors**

Vista is located on the 28th Floor of the Renaissance Seattle Hotel

North 9:00 AM

Laying a Multimedia Foundation

The world of radio is ever-changing, so getting station content out to your audience on a variety of different platforms has become increasingly more important. Learn how we built up our multimedia departments and how it has enhanced our outreach and diversified our audience; from podcasting to video production on WordPress to finding a station 'voice' on social media. We will also discuss the trial and error process of creating web content and social media executive positions and departments.

**Melissa Bond, Station Manager, Texas State University, KTSW-FM
Emily Burns, Social Media Administrator, Texas State University, KTSW-FM
Reynaldo Leanos Jr., News Director, Texas State University, KTSW-FM**

West 9:00 AM

Starting Your Own Online Concert Series: Filming Live Music Performances

Many stations have had great success producing live performance videos. These unique videos can offer a new stage to artists and bring greater exposure to your station. Hear the methodology, experiences, and results of one station's attempt at shooting a live music series in their break room. We'll walk you through the entire process of seeking out bands, recording, editing, and publishing. Additionally they will discuss the benefits a successful video series will bring to your station. Learn to produce videos that will put your station on the map! Radio and video folks can contribute to and enjoy this session.

Matt Brown, Operations Manager, North Carolina State University, WKNC-FM

John Kovalchik, General Manager, North Carolina State University, WKNC-FM

East 9:00 AM

Nine TV Newscasts. One Week. How?

Producing nine quality television newscasts a week takes dedication and exacting standards. Our news team functions around the clock to provide morning and nightly newscasts for our small college town. How do our producers and reporters gather enough relevant content for nine newscasts a week? How did we build an efficient, self-sustaining television news team that searches for local content while being full-time college students? We'll reveal the secret balance to being a college student, leading a news team, and successfully producing unique content for a small-market television station.

Olivia Ugino, News Director, SUNY Oswego, WTOP

Aubrey Mulvey, "TOP in the Morning" Executive Producer, SUNY Oswego, WTOP

Kara Vormwald, News at 10 Executive Producer, SUNY Oswego, WTOP

James 9:00 AM

On Becoming An Air Personality

A 30-year radio pro and 20-year adviser will provide new and growing college radio personalities the fundamentals needed to become a successful air personality. Also beneficial for advisers who need to coach their station staffers.

Michael Taylor, Faculty Advisor, Valdosta State University, WVVS BlazeFM

Marion 9:00 AM

Tips for Effective Pre- and Post-Game Hosts and Sideline Reporters

Pre-game and post-game coverage, interviews, analysis and call-ins. How does it all come together effectively? This Seattle Mariners host and Seahawks sideline reporter has that and more in this jam-packed 50 minutes with plenty of discussion.

Jen Mueller, Host & Reporter, ROOT Sports and Seattle Seahawks

Columbia 9:00 AM

New Advisers Short Course

New advisers, need some practical help? Two veteran advisers are willing to help. The role of the adviser, recruitment and promotion will be addressed, as well as routine legal obligations. Regardless if it's a radio station or a television outlet, this session will have it covered.

**Charles G. "Chuck" Bailey, Faculty Manager, Marshall University, WMUL-FM
Hank McDonnell, Jr., Director of Communication Arts, University of Incarnate Word, UIWtv.org**

North 10:00 AM

KWVA Radio Live Sessions: Now in Multimedia

The intent behind music at KWVA is to provide content not heard elsewhere. This includes a particular focus on bringing artists into the station for interviews and in-studio performances. KWVA recently added another component to these live on-air performances: creating multimedia pieces branded as "KWVA Live Sessions." These sessions help provide DJs the opportunity to interact and network with professional recording artists and produce a unique experience for listeners while also creating additional multimedia content that can then be shared on KWVA's various social media platforms. We'll show you how you can set up something similar at your station.

**Taylor Jones, Music Director, University of Oregon, KWVA
Brennan Duffy, Marketing Director, University of Oregon, KWVA**

West 10:00 AM

Online Learning for Media Courses

As the movement for flipped and online learning in high school and college courses sweeps the nation, we will demonstrate how you can easily move your students into a paperless classroom environment using multiple free online sites. As leaders of career and technical education in our schools, we can show you other avenues to have your students publish their work, create online portfolios, and make teaching multiple levels of classes easier by creating online classrooms. Teachers will walk away with multiple new online tools to use with your classes and to streamline your classrooms.

**Jane Bannister, Teacher, Ritenour High School, KRHS 90.1 FM
Mary Kim Schreck, Educational Consultant, Solution Tree**

East 10:00 AM

Sports Remotes: Dos and Don'ts

One draw of college electronic media is the opportunity to broadcast games. But all the play-by-play and color commentary skills in the world mean nothing if you cannot technically get the game "on the air." This session offers a nuts-and-bolts look at remote broadcasts for college sports. From working with athletic communications to selecting the right on-site connections to equipment and much more, this session will help you identify what you need to do for trouble-free remotes. Online, on air or on campus cable, sports remotes can build audience and awareness of your station. Learn to do it right.

Clayton Collier, Sports Director, Seton Hall University, WSOU-FM

John Lackness, VP Sales, Tieline

Mike Lyons, VP Sales & Marketing, ATC Labs

James 10:00 AM

Sales 101: The Right Prospect Makes the Best Client

Selling is easier when you're talking to the right prospect, but which businesses are the best match for your station? In this highly interactive session, we'll show you how to identify the best prospective advertisers and eliminate the rest.

**June Fox, Vice President, Station & Business Relations, Greater Public
Beverly James, Corporate Sales Manager, C895 KNHC**

Marion 10:00 AM

Facilitating Your Staff: Being a Kick-Ass Student Manager through Managing!

In this session, you as a student leader at your station will learn some tools and techniques and also get some advice on running your station. With a concentration on facilitating meetings with your staff, this session will help those that struggle with leading effective meetings and setting goals.

Connor Spielmaker, Station Manager, University of North Florida, Spinnaker Television



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Columbia 10:00 AM

Student Radio: Adapting to a Converged Media World Roundtable

More radio stations find themselves becoming part of a converged media lab or organization. Students and advisers alike, let's talk about how to make college radio the "voice" of all of your campus media.

Ed Arke, Faculty Manager, Messiah College, The Pulse-WVMM

Rodger Smith, Professor/Faculty Adviser, George Mason University, WGMU

North 11:00 AM

Creating Celebrity Buzz: Earn the Billing of a Top Radio Personality with a Brand All Your Own

Two 10+-year radio personalities share "Secrets to Creating Celebrity Buzz." The hosts and producers of SexTalk LIVE! and Dead Air Paranormal Talk Radio spell out the top three tips to scoring top-notch interviews, reveal the five best methods to increase loyal listenership, and share the four ultimate secrets to maintaining on-air longevity. James Barnes, Broadcast Engineer and Coordinator, Bowling Green State University has extensive radio expertise and experience. Andrea Adams-Miller, CEO, TheREDCarpetConnection.com Publishing, Publicity, & Talent Agency, and IgniteYourRelationships.com Professional Consulting has been on ABC, CBS, PBS, FOX, 20/20, Gene Simmons Family Jewels and TIME magazine. *Attendees receive free books.

Andrea Adams-Miller, CEO/Radio Host & Producer, TheREDCarpetConnection.com & IgniteYourRelationships.com, "SexTalk LIVE!" Talk Radio Show

James Barnes, Broadcast Engineer / Host & Producer Talk Radio, Bowling Green State University, WBGU-FM, WFAL-AM, Dead Air Paranormal Talk Radio

West 11:00 AM

Show Prep and Effective Social Media Tips From Seasoned Professionals

You're on the air in an hour and what will you talk about? How will you relate to your target audience and promote your media operation via social media? Pick up tips and ideas with plenty of question-and-answer discussion from these two major market personalities.

Gregg, Morning Show Host, Entercom Communications, 107.7 The End

Jon Manley, PM Host & Assistant Program Director, Entercom Communications, 107.7 The End

East 11:00 AM

Sports Coverage: From High School and Non-revenue Athletics to the Big Bowl Games

KWVA student staff will present what it takes for a small student radio station at a major university to cover athletic games. Topics include how to connect and continue communication with the athletic department, working with local high schools, equipment and technical aspects of the broadcasts, negotiating preemption of DJs, travel for games, researching players and teams, and much more. This session is primarily focused on radio, but video elements will be mentioned.

Ryan Rouillard, Sports Director, University of Oregon, KWVA

AJ Untermyer, Assistant General Manager, University of Oregon, KWVA

James 11:00 AM

Starting (or Restarting) Your Station's Underwriting Program

So, you're thinking of starting or rebuilding an underwriting program at your radio station but aren't sure how to get the ball rolling? This session will walk you through the steps of getting started, including talking to your licensee about the program, establishing underwriting policy guidelines, staffing, training and maintaining the program long-term. Developing new and sustainable revenue sources are a key component to your station's survival! Come learn how to develop revenue streams for your station that put you on the path to long-term survival.

June Fox, Vice President, Station & Business Relations, Greater Public

Marion 11:00 AM

Building a Strong DJ Community: Training and More for College Radio

Hear how two stations do their training. Each is a little different and everyone attending will learn something from each station and have an opportunity to ask questions. WRFL says it is vital to keep programmers consistent and well-versed in their on-air abilities. KWVA strives to produce well-rounded volunteers who are engaged with the campus radio community and confident in their own abilities, whether seeking opportunities for fun or career. Both stations strive to develop community, retention and involvement. How does your station compare?

Audrey Campbell, Training Director, University of Kentucky, WRFL

Ryan Mosley, Programming Director, University of Kentucky, WRFL

Brian Shimer, Programming Director, University of Oregon, KWVA

Oliver O'Neill, Assistant Programming Director, University of Oregon, KWVA

Columbia 11:00 AM

Radio Promotions Roundtable

This is an opportunity for students to discuss what does and doesn't work in radio promotion. Topics include maintaining and increasing a fan base, booking shows, hosting events, social media advancements and production of swag.

Alexandria L'Esperance, Promotions Director, University of Pittsburgh, WPTS-FM

Alexander Hoffmann, Promotions Director, University of Southern Indiana, The Edge Radio

North 1:00 PM

Help your Friendly Neighborhood Musician

There are still a lot of musicians looking to break in to the business and have their music heard. This session features members of the vibrant Seattle music scene who will talk about the benefits of being heard on your station.

Ed Arke, Faculty Manager, Messiah College, The Pulse-WVMM

Jason Milne, Musician, The Purrs

Leigh Bezezekoff, Artist Manager and Music Consultant, Sound and Vision Music Consultancy

Evan Johnson, Talent Buyer, Neumos Barboza The Rendezvous

Christina Cramer, In Cahoots, Lead Singer/Guitar

West 1:00 PM

Getting Your First Job in Broadcasting

Finding a job is tough anytime, but especially right now. Setting yourself apart from the other new college graduates is important, and there are great technological, social media and other options out there to give you an advantage. Learn from former students on how to get the job done.

Arik Korman, Producer, "The Bob Rivers Show," KJR

Jillian Raftery, Editor, KIRO

Millie De Chirico, Adviser, SCAD Atlanta, SCAD Atlanta Radio

East 1:00 PM

Top 10 Social Media Best Practices for Broadcasters

Don't miss this fast-paced session featuring 10 must-have social media ideas to take back to your station. This session is packed with real-world examples you can follow. From securing your accounts to best practices for breaking news on social media to understanding Facebook Reach, you'll leave this session with an up-to-date list of best practices to help you succeed with social media!

Jenny Kuglin, Social Media Strategist, SocialNewsDesk

James 1:00 PM

Cross Over: From College Radio to a Music Industry Career

If you got involved in college radio (or TV) because you love music, this is the panel for you. The speakers come from college radio backgrounds and have forged successful careers in the music industries. Panelists representing various areas in the music business will offer perspectives on how to develop the necessary skills to get your career started, how to separate yourself from the pack when you're looking for that first job, how to build a sustainable career and how to develop working relationships with current professionals.

Greg Newton, Associate Professor, Ohio University, ACRN

Jason Colton, Artist Manager, Red Light Management

Hunter Motto, Talent Buyer, The Crocodile

Bekah Zietz, Publicity, International & Video Promotions/National & Regional Press, Sub Pop Records

Marion 1:00 PM

Play-by-Play Basics

Whether it's radio or television, you need to make the game come alive for your listeners and viewers. Learn from this major league broadcaster who worked his way from the Cape Cod League to independent ball to Double-A, Triple-A and the majors two seasons ago.

Aaron Goldsmith, Announcer, Seattle Mariners

Columbia 1:00 PM

Radio News Roundtable

Student news directors and news staff should attend to meet other students in radio news, discuss their experience and ask questions in this roundtable session.

Nathan Stevens, News Director, University of Oregon, KWVA

The Swag Swap Social is Tonight at 6:00 PM in Visions on the 28th Floor of the Renaissance Seattle Hotel! All Attendees Welcome!



Thursday Sessions



Listen to the #CBISeattle
Student Cybercast <http://live365.com/stations/CBI>

North 2:00 PM

Audio Processing Basics: Things You Need to Know!

Dr. Deepen Sinha, Bell Labs Fellow and one of the world's top perceptual audio experts, will provide an overview of the basics of audio processing. Explanation and examples of signal expansion, compression and limiting as it relates to broadcasting and streaming, especially the perception of loudness. If you find the volume level between songs and announcements to be annoying, now is the chance to understand why it happens and how to fix it. Knowing the right terminology and control parameters will help you work with engineering to make your station sound better.

Deepen Sinha, President, ATC Labs

West 2:00 PM

Video Basics and Beyond

Let's face it, many designers and photographers don't know video. There are editors that know the basics of graphics and type design, but it doesn't quite have the polished look. There are videographers that know their craft, but don't quite have that TV look. This is a great session for the newcomer and experienced alike. We'll cover: file formats, video codecs, broadcast design and editing techniques.

Herbert Jay Dunmore, Loyola University Maryland, GreyComm Studios

East 2:00 PM

Staying Legally Safe Online (aka The Cyber Jungle)

Master the legal issues that online and broadcast outlets need to take into account with respect to their content and brand on their websites, social media and mobile platforms, and other forms of digital delivery. Hear about and have your questions answered about domain name issues, FTC guidelines, privacy, copyrights and other issues related to social media and website content that you may not have considered, such as user generated content. You'll be surprised to learn what you did not know!

David Oxenford, Partner, Wilkinson Barker Knauer LLP

Frank LoMonte, Executive Director, Student Press Law Center

James 2:00 PM

SportsTalk Radio

Hear the truth about the sports talk business from this Sports Radio KJR Seattle professional who began his career in the newspaper business in Philadelphia, Orlando and Louisville. Topics include show preparation ideas, booking and interviewing athletes and handling listener phone calls.

Jerry Brewer, Co-Host, KJR

Marion 2:00 PM

Sales 102: Getting the Appointment AND Making the Most From It!

Business owners are busy people, so getting an appointment with one can be a challenge. Once you have your appointment, what questions do you ask to get the most from your limited time? In this session, we'll give you strategies for getting that all-important first meeting with prospective underwriters and step-by-step instructions on what questions to ask once you're face to face with the decision-maker. Sales reps of all experience levels can learn something here!

June Fox, Vice President, Station & Business Relations, Greater Public

Beverly James, Corporate Sales Manager, C895 KNHC

Columbia 2:00 PM

Low-Power FM Roundtable

If you already have a license or are in the process of obtaining one, you have unique stories and challenges as LPFM stations rules and coverages vary from others on the airwaves. Share your successes, questions and network with those in the same boat.

Will Robedee, CBI Executive Director, Rice University

North 3:00 PM

The Future of Work: Career Pathways

So, who is hiring? As more established media outlets shrink or are criticized for lacking substance, there are places that are looking for their next generation of thinkers and doers. Most will be journalists. But, some will be data visualization experts, programmers, web writers, editors and producers. How do you get inside? Come hear next generation media professionals talk about their career paths so far, how they got there, where they see themselves and why their work matters.

Arik Korman, Producer, "The Bob Rivers Show," KJR

Ed Hill, Program Director, CBS Seattle, 94.1 KPMS-FM

Doug Mitchell, Project Manager, NPR

Millie De Chirico, Adviser, SCAD Atlanta, SCAD Atlanta Radio

West 3:00 PM

Getting Personal on the Air: Defamation, Privacy, Publicity

Like to chat on the air about your friends? Critique the dean, the mayor, a rival football team? How about poke fun at movie stars, your roommate, or a total stranger? Come to this session to learn about the lines you should not cross to avoid defaming someone or infringing upon another person's rights of privacy or publicity.

Donald Martin, Attorney, Donald E. Martin, P.C.

Frank LoMonte, Executive Director, Student Press Law Center

East 3:00 PM

I'm Not Dead Yet! OTA Radio

Has a college official told you that "young people don't listen to the radio?" How many times have you heard the chorus that "radio is dead?" Radio's demise has been predicted since the introduction of television and yet the medium has always survived. In 2014 more than 92 percent of all Americans listen to the radio each week and that includes almost 90 percent of those 18-24. Radio listening hit a record high of 244.4 million people earlier this year, and listening is growing. This session will examine listening trends and what looks promising and challenging in over-the-air radio's future.

Mark Maben, General Manager, Seton Hall University, WSOU-FM

Ross Reynolds, Senior Host, KUOW-FM

James 3:00 PM

Concerts: Planning and Executing a (Large) Concert

Pulling off a large concert with multiple performers takes a lot of planning to make execution happen well and with minimal hands-on management by the lead planner, but the results can be very rewarding and beneficial to your station and provide you with great leadership skills which you can apply in other endeavors throughout your life. This session will provide you with the background you need to plan a large (or small) concert and the panelists will share what they learned along the way.

Sal Tijerina, Station Manager, Rice University, KTRU

Claire Contevida, Station Manager, Valdosta State University, WVVS BlazeFM

Melissa Bond, Station Manager, Texas State University, KTSW-FM

Marion 3:00 PM

Dramas, Sci-Fi and Other Narrative College Television Programs

Have you ever wanted to put together a weekly drama or soap opera program for your television station? Do you think you have what it takes to produce the next "Breaking Bad," "Game of Thrones," or "Doctor Who"? Students and faculty will discuss the production cycle of narrative programming including how to write collaboratively, casting, props, costumes, locations, lighting and problem-solving production tips. They will also talk about marketing your program. Samples of student work will be shown.

Maureen Carrigg, Associate Professor, Wayne State College, KWSC-TV

Natalie Barber, Student, Wayne State College, KWSC-TV

Reegan Wallander, Producer, University of Wisconsin Oshkosh, Titan TV

Columbia 3:00 PM

High School Media Roundtable

Roundtable for high school media students and advisers to share their unique perspectives and discuss ideas.

Pete Bowers, General Manager, Bloomfield Hills High School, WBFH Radio

Bob Long, General Manager, Streetsboro High School, WSTB Radio

North 4:00 PM

Leadership for Student Broadcast Managers

While there are many types of leaders, there are four common leadership styles that will help student broadcast managers give meaning and context to their media work environment. The content of this session includes leadership taxonomies, human resources strategies, role-playing and discussion about how to better handle situations that arise in your media venue.

Gladys Cleland, Professor, Onondaga Community College

Laura Bailey, Instructor, Onondaga Community College

Plan to attend the Swag Swap Social Event tonight at 6:00-8:00 PM in Visions—Located on the 28th Floor of the Renaissance Seattle Hotel!



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West 4:00 PM

Video Lighting

In this session, you will learn the basics of video lighting and how a variety of lighting types and styles can enhance your video quality. Topics covered will include LED lighting, lighting accessories, painting your image with light, and creating a lighting scene from scratch.

Herbert Jay Dunmore, Loyola University Maryland, GreyComm Studios

East 4:00 PM

Archiving College Radio and its History

Although college radio has been a pioneer for nearly 100 years, its history is largely unknown. It's important for stations to investigate history in order to learn from the past and build alumni. College radio history projects can boost one's status by 1) providing publicity 2) aiding student recruitment and 3) deepening a school's understanding of its station. Documenting station history can ensure that the legacy of your innovators is honored. We'll share tidbits and tips on how to get started.

Jennifer Waits, Founder and Editor, Spinning Indie; Co-Founder, Radio Survivor; KFJC

Michael Huntsberger, Associate Professor, Linfield College, KSLC-FM

Michael Taylor, Faculty Advisor, Valdosta State University, WVVS BlazeFM

James 4:00 PM

Internships! Breaking into the Business by Working for Free!

Internships! Many employers won't even talk to you unless you've done at least one. But is juggling school, work and your social life worth it when you're not getting paid? Perhaps if you know how to land the right internship and make the most of it. We'll show you how to get your foot in the door with an internship and what to do to maximize the experience! It's easier than you think and it could be the break that helps you land that first job!

Tammy Trujillo, Professor/News Director, Animal Radio Network, KPCC

Jason Shiff, Campus Radio Station Lab Tech, Mt San Antonio College, KSAK

Marion 4:00 PM

Sports Conversations to Advance Any Career

Sports fans of all interests from the most passionate to the most novice will enjoy this engaging and informative session. Sports is the language of business. It allows you to connect, get a foot in the door, maintain relationships and communicate more effectively with the people around you. Learn how to put your fandom to work for you in business settings and get ahead in your career.

Jen Mueller, Host & Reporter, ROOT Sports and Seattle Seahawks

Columbia 4:00 PM

Zines! Yes, They Are Viable

Zines are a great way to promote your station, and also an excellent opportunity for creative expression and collaboration for your crew. In this session we will look at some recent examples of zines from college stations and you will also have the opportunity to create your own cut-and-paste zine pages.

Lydia Ammosow, Station Director, Loyola Marymount, KXLU FM

Vista 5:15 PM—28th Floor of the Renaissance Seattle Hotel

CBI Membership Meeting

This is your opportunity to provide in person feedback on the association know as CBI. The meeting will begin with a the state of the Association, report the finances of the Association, and transact other business as may be determined by the Directors. There will be an opportunity for interaction with the Board Members during and after the meeting.

Gregory Weston, CBI President, University of Pittsburgh

Visions 6:00-8:00 PM—28th Floor of the Renaissance Seattle Hotel

Swag Swap Social

From air fresheners to zippered hoodies, college radio and television are known for their awesome swag. This year we are emphasizing the swap part by incorporating it into our evening social. Bring you best swag and be prepared to swap and talk with your peers about what you have, what you paid for it, and how you distribute it to eager fans. As an added incentive, a limited amount of free beverages (adult and otherwise) will be provided along with music to make this a gathering you will not want to miss (not to mention the great view).

Jamie Lynn Gilbert, Assistant Director of Student Media, North Carolina State University, WKNC-FM

Seeing the Seattle sights? Check out the Experience Music Project Museum. Convention attendees can save \$4.00 off the online ticket price with the code "SeattleConvention".

Book tickets online and save. Visit <http://empmuseum.org>

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in South! The cybercast is available
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Cybercast hours:

Thursday 9:00 AM-5:00 PM

Friday 9:00 AM-3:00 PM



**Session evaluation forms
and boxes are available in
all session rooms.**



**Take the Post-Convention Survey—
<http://AskCBI.org/seattle/survey/>**

Play #CBISeattle Exhibitor Bingo!

**Visit our Exhibitors in South to
earn stickers for your Bingo Card.
Fill up your card and drop it off at
the Registration Table to be eligible
for awesome prizes during the
convention.**



Friday Sessions Quick View

| ROOM | 9:00 AM | 10:00 AM | 11:00 AM | Lunch |
|-----------------|---|--|--|---|
| North | Flying Solo: Succeed as a Solo Video Journalist in a Changing World | Storytelling for Television: The Art of Doing it Right | A Day in the Life of a Radio News Reporter | We'll see you back at 1:00 PM for more sessions! |
| West | Essential Equipment: The Phone in News and Social Media | Radio Camp! Raising Revenue and Your Station's Community Profile | How to Pass an FCC Inspection: Day-to-Day Compliance | Listen to the Student Cybercast live— http://live365.com/stations/CBI |
| East | Why Adding a Human Resources Department Can Help Your Station | How and Why to Increase Your Sports Coverage | DSLR Dimensions | Complete your session evaluation forms! Submission boxes in all rooms. |
| James | On-Air Fundraisers and College Radio | I Can't Believe We're Still Trying to Figure Out the Indecency Thing | Hey, Advisers! Prepare to CYA! | Visit our vendor exhibits in South. Play Exhibitor Bingo! |
| Marion | Radio Band Interviews: Booking to Blogging | All Under One Tower | Recruitment, Orientation and Training: Getting Volunteers | Guest speaker biographies online at http://AskCBI.org/seattle/speakers-guests/ |
| Columbia | Town/Gown Radio and TV News Director Roundtable | Music Directors Roundtable | When No One Knows They Can See You: Promoting the TV Station | We'll see you back at 1:00 PM for more sessions! |

Radio News Aircheck & Resume Reviews with Glenn Schuck—Reporter/Anchor, CBS New York, 1010 WINS Sign-up at the Registration Table in South.

Have your resume and demo tape both reviewed in one-on-one sessions with a radio journalist in the biz for decades, Glenn Schuck. Learn what news directors are looking for and the dos and don'ts for your job application presentation. Bring your demos on a flash drive or CD, and demos should be no longer than 10 minutes.

Location: Vista—28th Floor of Renaissance Seattle Hotel



Friday Sessions Quick View

| ROOM | 1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM |
|-----------------|---|--|---|--|
| North | Students Leading Students for Success | Producing Producers: What it Takes to Produce TV News Today | Covering Breaking News | Processing Audio for Digital Demons and Dragons |
| West | Learn How to Compete for the mtvU College Radio Woodie Award | Ask the FCC Experts | What Are All Those Buttons on My Camera? | Radio Show and Tell |
| East | Only in Adobe Creative Cloud | Help Each Other Out: A Discussion on Cooperative Projects | The Differences Among America's College Radio Stations | TV Content Sharing at the College Level |
| James | Keeping Your Underwriting Copy Legal | EAS: The Important Basics and Beyond to Help You and the Public You Serve | 50 Promotions Ideas in 50 Minutes | It Wasn't 'An Overnight Success,' But It Did Become a Success |
| Marion | If Your Station Plays Music, You Must Pay the Piper and More | Radio Station Managers Roundtable | NCE Station Upgrades, FM Translators and LPFMs | Building Connections...One Member at a Time |
| Columbia | Developing a Code of Ethics Roundtable | TV Sports Directors and Managers from D-II and D-III Schools Roundtable | Radio Programming Directors Roundtable | Radio Advisers Roundtable: Faculty and Staff Only |

Visit the #CBISeattle Student Cybercast Booth in South through Friday. Listen to the cybercast online!

Students from around the nation will webcast from the convention.

Listen to the webcast live at <http://live365.com/stations/CBI>.

Check the handouts in your registration bag for the latest on the stream's programming. Thank you to Broadcasters General Store, Jon Shute, Live365 and Stephen Merrill for making the #CBISeattle cybercast possible.



Friday Sessions



Follow #CBISeattle
Convention News on
Twitter @AskCBI

North 9:00 AM

Flying Solo: How to Succeed as a Solo Video Journalist in a Rapidly Changing Media World

Learn how you can break into a career as a solo video journalist, with tips from local professionals who'll discuss how to tell a strong visual (and aural) story, how to conduct good, natural interviews on your own, that creativity isn't just for two-man bands, and provide a checklist of technical (set-up) requirements before an interview so you can concentrate on the interview. You'll also get the scoop on equipment solo journalists should learn to use, how to set up stand-ups when you're on your own (or should you?), tips on editing in the field and making deadlines.

Doug Walker, Professor, Asbury University, WACW

Lisa Berglund, Consultant/Trainer, Gold Dog Media

Alison Morrow, Multimedia Journalist, KING 5 Seattle

West 9:00 AM

Essential Equipment: The Smartphone in Radio/Video News and Social Media

This session explores how gathering news has changed thanks to the advent of the smartphone (iPhone and Android). Most major and large markets have ditched the bulky recorders in favor of compact, mobile devices that can not only gather audio, but provide video and pictures for other media, including social networks like Facebook, Twitter and Vine.

Lance Liguez, Faculty Advisor, University of Texas at Arlington, UTA Radio

Lisa Marshall, Faculty Station Manager, Muskingum University, WMCO

Kelly Kaufhold, Assistant Professor, Texas Tech University

East 9:00 AM

Why Adding a Human Resources Department Can Help Your Station

Whether you are in radio or video or do a little bit of both, adding a human resources department to your station can help improve recruitment and assist in retention in stations big and small. Learn how adding a human resources department to your station can improve communication and make your station more professional. Adding human resources can take your station to the next level, and we'll show you how.

Herman Meier, President & General Manager, Washington State University, Cable 8 Productions

Taylor Winslow, Vice President of Public Relations & Alumni Affairs, Washington State University, Cable 8 Productions

James 9:00 AM

On-Air Fundraisers and College Radio

Need to increase your station's budget and become more fiscally self-sufficient in these fragile times? This session will provide a comprehensive overview of the planning and preparation required to execute a successful pledge drive. Everything from premiums to training volunteers to on-air fundraising techniques will be covered.

Sandra Wasson, General Manager, UC Berkeley, KALX-FM

Lydia Ammosow, Station Director, Loyola Marymount, KXLU-FM

Marion 9:00 AM

Radio Band Interviews: From Booking to Blogging and Everything in Between

Tired of watching your favorite bands pass through town without getting the inside scoop on their favorite pizza toppings? The process of interviewing can be a little daunting, so we're here to lay it out for you in a nifty step-by-step instructional! We'll cover everything from inviting interesting interviewees to producing podcasts, and—of course—the whole question and answer part. Whether you've conducted two interviews, 200, or none at all, this session will prepare you for an incredible interview so that the question "pepperoni or pineapple?" never goes unasked again.

Yvonne Chazal, Promotions Director, North Carolina State University, WKNC-FM

John Kovalchik, General Manager, North Carolina State University, WKNC-FM

Columbia 9:00 AM

Town/Gown Radio and TV News Director Roundtable

This student-led roundtable will discuss the challenges of covering news in small college towns where the gown can be an iron curtain as far as the community is concerned. This panel will talk about strategies for getting better access to stories in the local community and how to improve campus-community relations.

Justise Brundage, News Director, Wayne State College, KWSC-TV

Sarah McCloskey, News Director, Ithaca College, WICB

North 10:00 AM

Storytelling for Television: The Art of Doing it Right & Looking Good Doing it

Telling stories for television in today's changing media environment is becoming more challenging thanks to technology and social media. This panel takes on that challenge by examining what makes a good television story today—and how you can look good telling it, through the experiences of several seasoned television reporters and multimedia journalists. See how they're telling compelling stories across different platforms and what they say are the skills you need to have to become a storyteller in today's media and get that job of your dreams.

Sara Magee, Assistant Professor, Loyola University Maryland, GreyComm Studios

Jonathan Humbert, Reporter, KOMO TV

Alison Morrow, Multimedia Journalist, KING 5 Seattle

West 10:00 AM

Radio Camp! Raising Revenue and Your Station's Community Profile

We will demonstrate how to organize and develop content for radio camps and workshops aimed at students in grades 3-12. This includes how to maximize potential station revenue and make a positive impact in the communities you serve. Attend this session and learn how to teach radio skills to another generation!

Rodger Smith, Professor/Faculty Adviser, George Mason University, WGMU

John Deveck, Operations Manager, Loyola University, WLOY

East 10:00 AM

How and Why to Increase Your Sports Coverage

Coverage of campus athletics can be a big selling point for any station, but how do you increase that coverage beyond the "big" sports? This session will discuss how to increase coverage, including how to bring parity between male and female sports, how Title IX and campus politics can affect which events you cover, maintaining journalistic integrity and how getting it in writing is always a good thing.

Steven Hames, Advisor, Berry College, Viking Fusion

John Morris, General Manager, University of Southern Indiana, The Edge Radio

Mark Maben, General Manager, Seton Hall University, WSOU-FM

James 10:00 AM

I Can't Believe We're Still Trying to Figure Out the Indecency Thing

More than a decade after Bono's F-bomb and Janet's wardrobe malfunction put enforcement of the FCC's indecency rule on everybody's minds, are we any closer to clarifying what can land a station in legal trouble? Following the Supreme Court's decision in the Fox case in 2012, the FCC suggested that indecency enforcement might not include unplanned, fleeting instances and asked for comment on the issue. More than a year later, the inquiry remains open. What do students and advisers need to know? Panelists may also discuss other content-related legal matters of interest to college broadcasters. Bring your questions!

Greg Newton, Associate Professor, Ohio University, ACRN

Frank LoMonte, Executive Director, Student Press Law Center

Marion 10:00 AM

All Under One Tower

At WSOU we are known for our heavy metal music, however under one tower we have many different departments and genres. From doom metal to polka parties to sports broadcasts—we have it all. Each show takes time and dedication by all staff members yet we make it work. You will hear from the sports, news and promotions directors on how working through strategic programming brings out a strong station that appeals to a variety of audiences in the New York/New Jersey market.

Caroline Pinsky, News Director, Seton Hall University, WSOU-FM

Clayton Collier, Sports Director, Seton Hall University, WSOU-FM

Rohit Ravi, Promotions Manager, Seton Hall University, WSOU-FM

Columbia 10:00 AM

Music Directors Roundtable

Student music directors should attend to meet other music directors, discuss their experience, and ask questions in this roundtable session.

Taylor Jones, Music Director, University of Oregon, KWVA

Radio News Aircheck & Resume Review Sessions with Glenn Schuck are in Vista—28th Floor. Sign-up at the Registration Table in South.



North 11:00 AM

A Day in the Life of a Radio News Reporter

Get a description of a typical day in the life of a New York City radio news reporter. 1010 WINS reporter Glenn Schuck will explain the ins and outs of an eight-hour shift covering the streets and some time-saving tips to get the best work on the air. Glenn will detail the many aspects of being a reporter in 2014 and how it goes far beyond covering press conferences. Glenn will also give insight to telling the best story you can in 40 seconds or less.

Glenn Schuck, Reporter/Anchor, CBS Radio, 1010 WINS

West 11:00 AM

How to Pass an FCC Inspection: Day-to-Day Compliance

An FCC inspection can be an anxiety provoking experience. What is the best way to pass the inspection with flying colors? In a word: Preparation. Learn from the experts what the FCC is looking for when they visit, and what to do if they find problems.

Laura Mizrahi, Vice President, Communications Technologies, Inc.

Judy Endejan, Attorney, Garvey Schubert Barer

Leo Cirbo, Deputy Director, Western Region, Federal Communications Commission, Enforcement Bureau

East 11:00 AM

DSLR Dimensions

Recording video with your DSLR camera creates a cool look, almost right out of the box. Its when you harness the strengths of both video and still photography with a DSLR that you create value to your brand and portfolio. Understanding the different factors which contribute to the look of a shot, and using them effectively, can be difficult. In this session, we take you beyond the traditional uses and show you how to take your projects to the next level. Feel free to bring your camera along. Examples and techniques will be demonstrated and shared.

Greg Desimone, Senior Photographer, Loyola University Maryland, GreyComm Studios

Herbert Jay Dunmore, TV Studio Manager, Loyola University Maryland, GreyComm Studios

James 11:00 AM

Hey, Advisers! Prepare to CYA!

Life is good as a college student media adviser, until ... you're called into an administrator's office and BAM! Stuff starts to hit the fan! This session is presented by two seasoned college radio station advisers. One is employed; the other is suspended and has been in arbitration for more than three years. You'll learn strategies to protect yourself, how to proceed if your skills or knowledge are called into question and what organizations can or will do to help when you need to manage the "unexpected." We guarantee you will leave empowered with tools to facilitate your advising success!

Warren Kozireski, General Manager, College at Brockport, WBSU

Gladys Cleland, Professor, Onondaga Community College

Marion 11:00 AM

Recruitment, Orientation and Training: Getting Volunteers On Board

Each station has the yearly challenge of recruiting and orienting a robust group of new volunteers and then keeping both new and returning volunteers. In this session you will learn the ins and outs of recruiting new members for your radio station including using social media. You will also be provided techniques and tips for creating successful training programs across all departments, including the creation of a clear orientation process, engaging training sessions and written policies and procedures. Get examples from a variety of stations and share your own successes.

Sandra Wasson, General Manager, UC Berkeley, KALX FM

Dan Schumacher, General Manager, Texas State University, KTSW-FM

Erin Ellis, Urban Program Director, Valdosta State University, WVVS BlazeFM

Columbia 11:00 AM

When No One Knows They Can See You: Promoting the TV Station Roundtable

Having a TV channel, vodcast or video stream is only half the battle. Your students won't become loyal viewers if they don't even know you're there. Beyond the usual flyers and classroom appearances, what can you do to get viewers' attention? We have ideas but we want yours. This roundtable will let you run new promotional ideas up the flagpole, celebrate success stories and even share failed campaigns so no one will repeat those mistakes! Whether you come away with one or two good ideas or a whole promotional plan, you'll get your TV station more known across campus.

Warren Turner, General Manager, Georgia State University, GSTV

Bryce McNeil, Assistant Director for Student Media, Georgia State University

North 1:00 PM

Students Leading Students for Success

Today, more than ever, students are being challenged to stand out to get that first meaningful job after graduation. The best way to get that job is to gain experience while you're still in college, and there is no better way than spending time at your college radio, TV or electronic media outlet! It takes a committed team of hardworking, level-headed and dedicated students to successfully run a student media organization. In this session you'll learn tips from student leaders on how to stand out, be a leader, be creative, motivate others and much more.

AJ Untermeyer, Assistant General Manager, University of Oregon, KWVA

Ryan Rouillard, Sports Director, University of Oregon, KWVA

Brian Shimer, Programming Director, University of Oregon, KWVA

West 1:00 PM

Learn How to Compete for the mtvU College Radio Woodie Award from the 2014 Winner and a Finalist

WESS at East Stroudsburg University won the coveted mtvU College Radio Woodie, awarded by mtvU to the station it deems as "the best in the country." This presentation by the advisers to WESS and multi-year Woodie finalist WPSC at William Paterson University will detail their "ground game strategies" that were put into place to compete for the award. They will also cover the use of social media, personal networks, coursework, alumni relations and other components of the ground game, to provide a blueprint for other stations.

Rob McKenzie, East Stroudsburg University of Pennsylvania, WESS Radio

Rob Quicke, General Manager, William Paterson University, WPSC

East 1:00 PM

Only in Adobe Creative Cloud

Voted as one of the best sessions each year, we're back with another fun and info-filled session on Adobe Creative Suite. This is the session to attend to get the right start for diving into the suite and tips and tricks to use these tools to create visual masterpieces. Topics covered will include working with Adobe Premiere and After Effects and harnessing the use of Creative Suite. Bring your laptop, good questions and notepad.

Herbert Jay Dunmore, Loyola University Maryland, GreyComm Studios

James 1:00 PM

Keeping Your Underwriting Copy Legal

When businesses support our stations, we air underwriting announcements ... but what can we say? What are the rules? This session is designed for those who are new to writing underwriting copy or just need a refresher. Learn the basics from a seasoned professional and a lawyer!

June Fox, Vice President, Station & Business Relations, Greater Public

Donald Martin, Attorney, Donald E. Martin, P.C.

Marion 1:00 PM

If Your Station Plays Music, You Must Pay the Piper and More

This must-attend session will inform you about your requirements to not only pay for the music you use, but the additional requirements needed to stay legal. Learn about the current and future state of affairs and how they will impact your budget and operations.

Will Robedee, CBI Executive Director, Rice University

David Oxenford, Partner, Wilkinson Barker Knauer LLP

Travis Ploeger, Associate Director, License Management, SoundExchange

Greg Newton, Associate Professor, Ohio University, ACRN

Columbia 1:00 PM

Developing a Code of Ethics Roundtable

Have a Code of Ethics for your student media organization? Need one? Join this roundtable to discuss everything from where to start, what to leave out, enforcement, and more. Students and professional staff are welcome.

Charlotte Nisser, General Manager, University of Oregon, KWVA

North 2:00 PM

Producing Producers: What it Takes to Produce TV News Today

Producing compelling television newscasts for today's fragmented media audience is getting more complicated ... but more it's also becoming more creative and competitive as a news producing job is heavily in demand. Join in an intimate discussion about what it takes to get (and keep) a show on air as well as some tips on what technical (and social) skills you'll need to know in the process.

Sara Magee, Assistant Professor, Loyola University Maryland, GreyComm Studios



Friday Sessions



Listen to the #CBISeattle
Student Cybercast <http://live365.com/stations/CBI>

West 2:00 PM

Ask the FCC Experts

This is your opportunity to ask the big (and little) legal and technical questions and get the answers from the pros: underwriting, license renewal, contests, safe harbor, FCC policy and compliance questions, station upgrades and more! If you have a question related to FCC-licensed, over-the-air broadcasting, please join us. These people normally charge big bucks to answer these types of questions, and you get their answers just by attending this session. Don't miss this rare opportunity.

David Oxenford, Partner, Wilkinson Barker Knauer LLP

Donald Martin, Attorney, Donald E. Martin, P.C.

Laura Mizrahi, Vice President, Communications Technologies, Inc.

East 2:00 PM

Help Each Other Out: A Brainstorming Discussion on Cooperative Projects

One way to increase your standing at your school is to help other departments. And whereas some student TV and radio stations have cooperation with academic departments thrust upon them, others must take the initiative. Maybe you can film a promotional video for your history department. Or create a podcast that showcases school research. In this panel, we'll share a variety of ideas ranging from creating syndicated programming to showcase your academic departments to helping produce video and audio for your school's historical projects. Tell us your ideas too!

Kathy Kincer, Host/Producer, Melodically Challenged, WRAS

Bryce McNeil, Assistant Director for Student Media, Georgia State University

James 2:00 PM

EAS: The Important Basics and Beyond to Help You and the Public You Serve

Clay Freinwald is an expert in the field of EAS and a strong advocate. He will walk you through the basics of the Emergency Alert System, from the current requirements, how to configure it, how to implement it and how to make sure your station avoids a fine by staying compliant with the applicable FCC regulations. After covering these issues and answering your questions, Freinwald will address the current rulemaking in progress by the FCC and offer his thoughts on the matter and how the rulemaking might affect your station.

Clay Freinwald, CPBE, K7CR

Marion 2:00 PM

Radio Station Managers Roundtable

Whether your title is General Manager or Station Manager, you will benefit from this roundtable discussion of ideas, questions and problem solving. This is a chance to meet your peers at other institutions so you can share and learn. This is an informal gathering so you can ask your questions and share your experiences with other students.

Sal Tijerina, Station Manager, Rice University, KTRU

Ben Southworth, General Manager, University of Kentucky, WRFL

Columbia 2:00 PM

TV Sports Directors and Managers from D-II and D-III Schools Roundtable

We'll discuss the joys and challenges of covering sports at the D-II/D-III level. Topics for discussion could include: equipment, dealing with sports information directors and athletic directors, how to train and motivate staff, sideline reporting, cooperating with other campus media or local stations, best practices for social media, how to work with accessible student athletes and coaches, coaches shows and underwriting and sponsorships. Targeted to students interested in TV sports.

Richard Rhoden, Sports Director/Editor, KWSC Media

Tyler Fransen, Program Director, KWSC Media

Tyler Stricker, Sports, University of Wisconsin Oshkosh, Titan TV

North 3:00 PM

Covering Breaking News

Breaking news is what drives ratings and remains a key factor in any radio reporter's day. What are the crucial steps in covering breaking news? And how do you work in critical social media sites to your coverage? A panel of veteran journalists will help with tips how students learning the news business can tell the best stories and reach the most people in shortest amount of valuable time.

Glenn Schuck, Reporter/Anchor, CBS Radio, 1010 WINS

Phyllis Fletcher, Managing Editor, Northwest News Network

Kristina De Leon, News 4 WOAI San Antonio Morning Reporter

West 3:00 PM

What Are All Those Buttons on My Camera?

TV production has come a long way since the days of film. Pocket cameras and smartphones are increasingly used in backpack journalism to capture news and other video footage. What happens when your job requires use of professional cameras and its advanced features? Are you prepared? We'll review professional and DSLR video cameras, and provide strategies towards proficiency of those features.

Herbert Jay Dunmore, Loyola University Maryland, GreyComm Studios

East 3:00 PM

The Differences Among America's College Radio Stations: And Whether They Are Hurting Future Broadcasters

This past summer Nikki Marra launched out on a coast-to-coast roadtrip conducting interviews at college radio stations as content for an audio documentary for this year's College Radio Day. Jennifer Waits has been documenting similarities and vast differences in college radio culture as the editor of SpinningIndie.com. They will relay the differences in many of the stations' practices including funding, management structure, programming, and training. They will open up the panel to discuss whether or not there is a need for unifying practices among college stations.

Nikki Marra, College Radio Day/KCWU 88.1 FM The 'Burg

Jennifer Waits, Founder and Editor, Spinning Indie; Co-Founder, Radio Survivor; KFJC

James 3:00 PM

50 Promotions Ideas in 50 Minutes

How do you promote your radio station or TV channel? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones!

Dan Schumacher, General Manager, Texas State University, KTSW-FM

Brian Lucas, Director of Radio, University of Wisconsin Whitewater, 91.7

Alexander Hoffmann, Promotions Director, University of Southern Indiana, The Edge Radio

Marion 3:00 PM

NCE Station Upgrades, FM Translators and LPFMs

Some previous rules limiting non-commercial educational stations' coverage areas no longer exist, which means you could possibly apply for a previously non-viable power increase or site change. The acquisition of an FM translator could benefit an FM or AM station under the right circumstances. And, the first round of the next generation of LPFM construction permits and licenses have been granted. Could yours be improved now that other applications have been either amended or dismissed, or with the relaxation of the new the rules governing this service? Learn what possibilities may exist for your particular facility and situation.

Laura Mizrahi, Vice President, Communications Technologies, Inc.

Judy Endejan, Attorney, Garvey Schubert Barer

Columbia 3:00 PM

Radio Programming Directors Roundtable

Student radio programming directors should attend to meet other program directors, discuss their experiences and ask questions in this roundtable session.

Brian Shimer, Programming Director, University of Oregon, KWVA

North 4:00 PM

Processing Audio for Digital Demons and Dragons

Too loud? Not loud enough? Does your station need to sound better? What about your streaming channels? Better source means better sound? Have you heard High Resolution Audio? Join the discussion with panelists from the music industry, broadcast engineering, audio processing and digital signal processing and audio media production experts considering the how's and why's of audio processing. Bring your questions and let the experts help you make your station sound the best.

Deepen Sinha, President, ATC Labs

Mike Lyons, VP Sales & Marketing, ATC Labs

Tom McGinley, Director of Engineering and MIS, CBS Radio

West 4:00 PM

Radio Show and Tell

A fun, freewheeling session where stations can share anything they do. Airchecks, phone bits, newscasts, sports play-by-play and more. Bring a CD or thumb drive with your best stuff! Moderators and participants provide constructive feedback.

Chris Wheatley, Manager, TV and Radio Operations, Ithaca College

Dan Schumacher, General Manager, Texas State University, KTSW-FM



East 4:00 PM

TV Content Sharing at the College Level

Does your college TV station want new content but doesn't have time to produce it all? Titan TV and Ithaca College Television found a way to share student-produced content and add new programming to their stations. Join Titan TV as we explain the content sharing process that worked for us and begin networking with other stations. Bring examples of content on DVD or on a thumb drive and we'll provide the forms to start sharing. This will be an interactive session.

Justine Braun, Station Manager, University of Wisconsin Oshkosh, Titan TV
Adam Steinbach, Operations Manager, University of Wisconsin Oshkosh, Titan TV

James 4:00 PM

It Wasn't 'An Overnight Success,' But It Did Become a Success

Reflections of lessons learned on how to manage and program a college radio station from folks who've been very successful in their positions at their stations. They will share both what lead to their success and offer perspectives on what they might do differently. In other words, what they did right, what they would never do again, and all the things in between that helped them achieve their success in college radio.

Claire Conteverta, Station Manager, Valdosta State University, WVVS BlazeFM

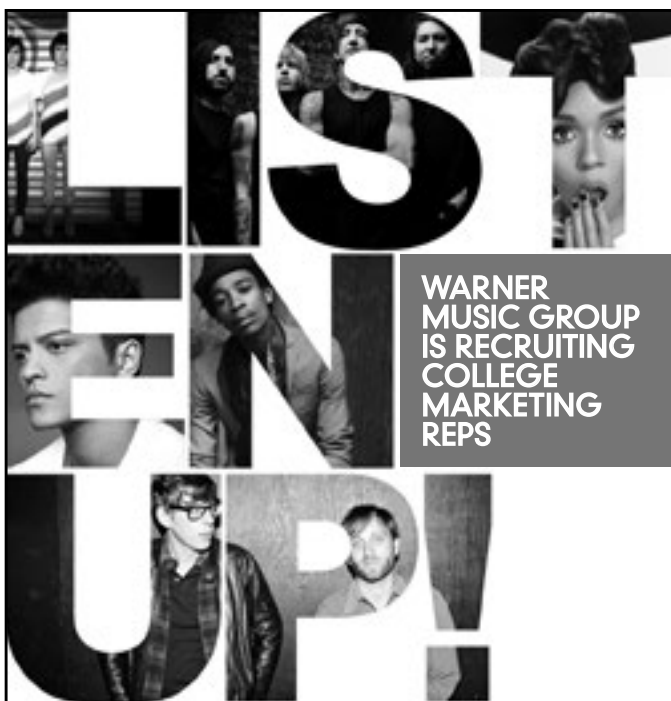
Lindsey Holmes, Program Director, University of Southern Indiana, The Edge Radio

Marion 4:00 PM

Building Connections...One Member at a Time

The main objective of our discussion will be to promote unity within your own organization and in turn, expand your connections within your university as well as your community. Our first point will be how to build and retain relationships within your own student organization, as well as adhering to the diversity of the student body. Our second point will help you learn how to take those relationships and go further by connecting with other student organizations. Our most important point will be how to use the connections to help further your career while still in school and after graduation.

Ivan Herrera, Station Manager, University of Texas Pan American, Bronc Radio
Nancy Botello, Station Manager, University of Texas Pan American, Bronc TV




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WARNER MUSIC GROUP

Columbia 4:00 PM

Radio Advisers Roundtable: Faculty and Staff Only

Radio station advisers face a unique set of challenges, from dealing with students and administrators to keeping up with the latest technology and regulations. In this unstructured session, you'll have the opportunity to exchange ideas and seek solutions from your fellow radio advisers.

Gregory Weston, CBI President, University of Pittsburgh

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DC INTERNSHIPS
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The Institute on Political Journalism is an 8-week program that provides undergrads with guaranteed internships with media outlets and communications firms, courses for transferable credit, housing in the heart of Washington, DC, and opportunities for networking and professional development—<http://DCinternships.org/programs/political-journalism/>



From news on arctic research to the Iditarod Trail sled dog race, to the latest in music, KNOM staff and volunteers deliver community radio that entertains, engages, inspires, and informs listeners in rural, northwest Alaska. Don't miss your chance to join in this amazing opportunity! Visit <http://knom.org/volunteer> to learn more.



The Live365 radio network attracts millions of listeners, offering high-quality streaming music, talk and sports. Our easy-to-use broadcast tools give individuals and organizations the ability to reach audiences around the globe. Live365 pays royalties to labels, artists, songwriters, and publishers—<http://live365.com>



NETIA is a leading provider of software solutions that enable efficient management and delivery of content to today's full array of media platforms. NETIA solutions are relied on by more than 20,000 users in 200 installations in more than 40 countries—<http://netia.com/index.php/en/>



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RadioActivity is a web-based system for radio station playlist logging, reporting, and tracking. RadioActivity gives stations easy-to-use tools to log and track your playlists, generate playlist reports and charts, track and schedule shows, schedule and track individual plays, PSAs and paid spots, display real-time playlists, and much more—<http://radioactivity.fm>



Free to college and non-commercial stations. With fast and fun style, we highlight innovations in science, lifestyle, and corporate responsibility in a two-minute format with current music. Airing radioBANG spots sparks ideas and can unite disciplines across campus. Contact Sonia Koetting <http://radiobang.org> or (970) 223-3522.



RCS is a technology company that has been inventing solutions for the broadcasting industry for over 30 years. Our products and services are used at more than 9,000 radio stations, TV music channels, cable companies, satellite radio networks and Internet stations worldwide. From our latest and most spectacular Automation System Zetta to GSelector to NexGen Digital to Linker promo scheduling, plus RCS News and Aquira Traffic System, RCS software is used in more stations than any other. When it comes to new ideas, inventing solutions, and reliable products, RCS-Sound Software is your answer. Jim Colley, (877) 774-1008 <http://RCSworks.com/en/>



Red Bull Records is a full-service independent record label dedicated to long-term artist development with a global perspective. Cutting edge A&R, progressive marketing and innovative ideas drive the label's promotional efforts. The label boasts artists including AWOLNATION, Beartooth, Blitz Kids, Five Knives, Heaven's Basement, Itch, New Beat Fund and Twin Atlantic and takes pride in promoting musical diversity across a wide range of genres. With offices in LA, NYC and London, the label is a subsidiary company of energy drink giant Red Bull, and was established in 2007 through the vision of founder Dietrich Mateschitz. Visit <http://redbullrecords.com>



SocialNewsDesk the leading social media management tool for broadcasters and is used by more than 600 newsrooms across the US to manage and monetize social media. The platform features unique tools designed to help professional journalists follow best practices, work better as a team, secure valuable social accounts and measure results. SND provides Facebook and Twitter Apps for social media monetization of Contests, Polls and Web Content. SND is one of Facebook's Preferred Marketing Developers and is the exclusive social media partner for WSI. More than 85% of TV Newsrooms in the US use SocialNewsDesk products—<http://web.socialnewsdesk.com>



The Society of Broadcast Engineers is the professional organization of television and radio engineers, and those in related fields. Local Chapter 16 meets regularly to offer Members educational programs to maintain and expand their knowledge. The Chapter also provides opportunities to network with other engineers. The Chapter gives Members the ability to validate their skills with certification programs that are recognized as the standard throughout the broadcast community. Chapter 16 also provides awareness of technical issues and regulations that affect how its Members perform their job—<http://sbe16.com>

Saturday Sessions Quick View

| ROOM | 9:00 AM | 10:00 AM | 11:00 AM | Lunch |
|-----------------|---|--|---|---|
| North | Get #{Your Radio Station} Trending Now! | Video Media Management from Pre-Production to Distribution | I'm in Charge, Now What?! | We'll see you back at 2:00 PM for the CBI Keynote Speaker! |
| West | Seven Steps to Selling Success | Live Band Performances for Radio: From Concept to Air | Low-Power FM for College Broadcasters | Complete the Post-Convention Survey http://AskCBI.org/seattle/survey/ |
| East | Mother Nature's Mad: Conveying Urgency in Severe Weather Coverage | On-air Presence and Practice: The Sound and Skills for your On-Air Personality | Reading City Spaces: A Guide to Int'l Multimedia Journalism | Complete your session evaluation forms! Submission boxes in all rooms. |
| James | Working With Your Administration | Sports Talk Show: A Student Station Example of How to Do It | TV/Video Advisers Roundtable | We'll see you back at 2:00 PM for the CBI Keynote Speaker! |
| Marion | It Costs How Much?: Smart Spending on a Small TV Budget | Recruiting High School Students to Your College Station | Election 2014 and Beyond! | Guest speaker biographies online at http://AskCBI.org/seattle/speakers-guests/ |
| Columbia | Faculty Roundtable | 2015 Convention Planning Committee: Call for Participants | Sports Directors Roundtable | We'll see you back at 2:00 PM for the CBI Keynote Speaker! |
| South | Next Generation Radio Presents—A Special Show & Tell Session | | | |

Join us Saturday at 2:00 PM for Keynote Speaker, John Curley. The National Student Production Awards begin at 3:00 PM. Both of these events are in the Courtyard Ballroom—Level B of the Renaissance Seattle Hotel. Level B is below the Lobby Level. CBI is live Tweeting during the Awards—follow us at @AskCBI.



Saturday Sessions



Learn about our
Saturday Keynote
Speaker, John Curley!

North 9:00 AM

Get #YourRadioStation Trending Now!

Want to get more likes on Facebook, retweets on Twitter, and followers on Instagram? Learn how to promote your college radio station's brand by using Google Analytics and other handy tips and tricks. Expand your social media presence and discover new ways to connect with your followers in this fun and exciting session.

Shelby Spray, University of Southern Indiana, The Edge Radio

Lindsey Holmes, Program Director, University of Southern Indiana, The Edge Radio

West 9:00 AM

Seven Steps to Selling Success

Sales positions are among the best paying jobs in broadcasting. Sales is an outlet for your creativity. Every day is new and different. Sales careers open the doors to management, and there are more job opportunities in sales than other positions. A typical day may be different than you think. Hear what the job is really like and how Seven Steps to Selling Success leads to a successful broadcast career.

John Potter, SVP/Professional Development, Radio Advertising Bureau

East 9:00 AM

Mother Nature's Mad: Conveying Urgency in Severe Weather Coverage

Scientific background or not, people in the media have the important job of informing viewers of incoming weather events. How do you convey urgency days before a weather event and keep the public's attention until the storm hits? How do you convey danger without scaring viewers? Our television station has covered a variety of weather events, from hurricanes to Nor'easters with urgency by warning viewers before, during storms with live coverage and with social media. Guidelines for both meteorologists and journalists alike will be laid out for covering an event.

Molly Matott, Chief Meteorologist, SUNY Oswego, WTOP

James 9:00 AM

Working With Your Administration

You can't assume you have a good relationship with your college administration and student government—you have to work on it. It could mean the difference with your budget or even your organization's future as several media operations have recently discovered. This session will assist you with ideas to build positive relationships with the leaders on your campus to benefit and shield your media operation.

Warren Koziarski, General Manager, College at Brockport, WBSU

John Morris, General Manager, University of Southern Indiana, The Edge Radio

Marion 9:00 AM

It Costs How Much?: Smart Spending on a Small TV Budget

It is becoming difficult to manage television station budgets as operational costs increase and institutional support decreases. Complicating matters are when the student staff needs conflict with station priorities. This conflict provides an opportunity for students to learn management lessons. This panel will discuss ways advisers and student staffs can work together to create both short-term and long-term budget solutions. Learn how to leverage campus relationships, identify revenue streams and produce content without compromising quality.

Justine Stokes, Director of Television Services, University of Wisconsin Oshkosh

Justine Braun, Station Manager, University of Wisconsin Oshkosh, Titan TV

Adam Steinbach, Operations Manager, University of Wisconsin Oshkosh, Titan TV

Columbia 9:00 AM

Faculty Roundtable

Open to full-time faculty members, this roundtable invites you to meet with other faculty media advisers and discuss ways CBI can provide resources for teaching and research opportunities for professional growth.

Lisa Marshall, Faculty Station Manager, Muskingum University, WMCO

South 10:00 AM

Next Generation Radio Presents

CBI partnered with NPR and NPR member stations to produce a multimedia bootcamp for the next generation of journalists. All week, competitively selected students have worked side-by-side with public media professionals to produce character-driven stories about people of the Pacific Northwest. Come hear and see what they've done.

Doug Mitchell, Project Manager, NPR

Phyllis Fletcher, Managing Editor, Northwest News Network

North 10:00 AM

Video Media Management from Pre-Production to Distribution Discussion

As television moves to tapeless workflows and multiple distributions, creating best practices for handling media is becoming increasingly more important. Are your drives getting bogged down with inefficient codecs? Unclear what a codec is? Have a great solution for managing show archives? TV/video outlets can share and brainstorm ideas for organizing content during production and distribution. Please come with both problems and solutions to share at this important session as we use this opportunity to develop the best practices for media management.

Justine Stokes, Director of Television Services, University of Wisconsin Oshkosh

West 10:00 AM

Live Band Performances for Radio: From Concept to Air, a Discussion

Your station plays innovative music, but do artists ever get to play live? The popularity of live in-studios on public and community radio is growing. Can your college station catch up? This discussion is dedicated to sharing each radio station's experiences with in-studio performances. Come see how one college radio station does it, then discuss all steps of the process of live band management, from developing connections to music leaders in the local community, to creating a reliable weekly schedule of performers, to engineering live band broadcasts and developing the requisite artist interviewing skills.

Chali Pittman, Station Manager, University of Wisconsin-Madison, WSUM

East 10:00 AM

On-Air Presence and Practice: The Sound and Skills for your On-Air Personality

Learn what it takes to create and maintain a winning radio on-air presence—from voice and program content, to creating a good overall presence for your station and in your community. Local media personalities and reporters will show you how they've been successful and offer advice on what you should be doing right now to create a winning presence that will get you that on-air job when you graduate.

Ed Hill, Program Director, CBS Seattle, 94.1 KMPS-FM

Sara Lerner, Reporter/Anchor, KUOW

Angela Russell, Anchor, KIRO-TV

Kristina De Leon, News 4 WOAI San Antonio Morning Reporter

James 10:00 AM

Sports Talk Show: A Student Station Example of How to Do It

Sports talk shouldn't be boring! Learn how these students make their show fun and lively. They discuss what topics to include and how they incorporated social media and do remotes. They cover both college and professional sports, interview sports personalities, sports companies and journalists from around the area and have weekly interviews set up with coaches and players of all sports. How do they balance all of this and keep it entertaining? Come and hear them tell you their stories.

Warren Schorr, Sports Director, Texas State University, KTSW-FM

Melissa Bond, Station Manager, Texas State University, KTSW-FM

Marion 10:00 AM

Recruiting High School Students to Your College Station

College radio stations should invite local high school students to tour their facilities, as they will find some interest, expose students to your station, and perhaps help drive applications to your school. It also can make your station more valuable to the administration and provide you with new staff that otherwise would have never applied to your school in the first place. This would help the student who may be interested in studying communications decide which college they might want to attend. For the college station, it would be good for recruiting new staff members.

Pete Bowers, Bloomfield Hills High School, Founder High School Radio Day

Bob Long, General Manager, Streetsboro High School, WSTB Radio

Janice Windborne, Faculty Advisor, Otterbein College, WOBN

Columbia 10:00 AM

2015 Convention Planning Committee: Call for Participants

Join the convention planning committee and help CBI grow the annual convention session offerings to be more reflective of the needs of members. Even though our session approval rating is more than 90 percent, we can't rest on our laurels. We must continue to bring new and innovative sessions by recruiting new people, and new ideas to sessions so there are fresh voices, thoughts and ideas. We need to bring in local media professionals in the Minneapolis market. If you can help to curate sessions for the CBI NSEMC Oct. 22-24, 2015 you should join this session!

Will Robedee, CBI Executive Director, Rice University

CBI Board of Directors



North 11:00 AM

I'm in Charge, Now What?!

You've become a manager at your student-run station. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? How do you determine what your adviser or your school want from you? Are learning outcomes important? Your station's success, and yours, depends a lot on how you manage others, and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing priorities to keeping it all together. No matter your background or experience, you can be an effective station leader.

Mark Maben, General Manager, Seton Hall University, WSOU-FM

Erica Szczepaniak, Student Station Manager, Seton Hall University, WSOU-FM

West 11:00 AM

Low-Power FM for College Broadcasters

This session discusses the process of building functional and cost-effective LPFM studio and transmitter facilities, station operation and programming, FCC staffing requirements and record keeping, FCC required EAS equipment and operation, and FCC Inspections. The presentation includes a discussion of the present status and future of LPFM. Hear about all of this from an award-winning engineer who recently helped launch KXSU-LP at Seattle University.

Jim Dalke, CEO, Dalke Broadcast Services, Inc.

East 11:00 AM

Reading City Spaces: A Guide to International Multimedia Journalism

This session seeks to introduce students, faculty and advisers to an innovative method of teaching and learning multimedia journalism in foreign contexts. Reading a city's public spaces as texts allows students to parachute into another country, quickly identify story ideas, gain access to the sources needed, and produce compelling multimedia that transcends the merely touristy. This "place as text" method enables students to begin to understand at least part of what makes that city and its inhabitants unique, including values, norms and tensions. This session will present a case study from Madrid.

Brian Carroll, Associate Professor of Communication, Berry College

Kevin Kleine, Senior Lecturer, Communication Department, Berry College

James 11:00 AM

TV/Video Advisers Roundtable

Student media advisers all face similar problems, such as dealing with supervisors "who don't get it," students who don't perform, and more. Let's get together in a safe environment and share ideas, strategies, and tactics for making our work "smarter, not harder." This is your chance to share and obtain advice in a friendly, unstructured format.

Gladys Cleland, Professor, Onondaga Community College

Maureen Carrigg, Associate Professor, Wayne State College, KWSC-TV

Marion 11:00 AM

Election 2014 and Beyond!

For 15 years, the nonprofit, nonpartisan National Institute on Money in State Politics has compiled campaign contributions in all 50 states. Using our new—and always free—website beta. FollowTheMoney.org, journalists can track donations in a wide range of ways, including by name, industry, candidate and donor. Let us take you on a tour of the site so you can learn how to Follow The Money both in your state and across state lines. It's not just for political reporters, but for anyone who covers natural resources, health, education and a wide range of other beats.

Eve Byron, Communication Specialist, National Institute on Money in State Politics

Denise Roth Barber, Managing Director, National Institute on Money in State Politics

Columbia 11:00 AM

Sports Directors Roundtable

Student sports directors should attend to meet other sports directors, discuss their experiences and ask questions in this roundtable session. All media welcome.

Ryan Rouillard, Sports Director, University of Oregon, KWVA

We'll see you in the Courtyard Ballroom—located on B Level—at 2:00 PM for the #CBISeattle Keynote Speaker, John Curley! Level B is below the Lobby of the Hotel.

The National Student Production Awards begin at 3:00 PM in the Courtyard Ballroom! Live Tweeting @AskCBI.

Courtyard Ballroom 2:00 PM

Keynote Speaker—John Curley

Emmy Award-winner and 30-year veteran of television and radio John Curley will share his personal formula for succeeding through difficulty and achieving career goals. John brings a complete broadcast perspective that can help lead to your own career achievements and future success. You won't want to miss this high-energy, information-filled session.

Courtyard Ballroom 3:00 PM

2014 National Student Production Awards

CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student electronic media is being recognized across 24 categories. Come to this session to accept your award or to view and hear the best in student-produced media. Thank you to participating CBI members and those who helped judge the 2014 awards this summer.

Steve Migliore, Co-Host, Executive Producer of "The BJ Shea Morning Experience," Entercom, KISW

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Spintron is an online playlist management solution for non-commercial radio stations. It handles playlist data capture and dynamic online publishing, archiving and reporting among many other features. Spintron has benefits for listeners, stations, artists and DJs—<http://spinitron.com>
Contact: Eva Papp, (617) 233-3115.



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The Warner Music Group College Marketing Program consists of a national team of up to 45 college students who provide a well-rounded approach to digital and grassroots marketing targeted towards the college demographic. Visit <http://WMG.com>

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Winning the Goal Medal is a college seminar presented by Lesley Visser of CBS Sports and David Brody, national coach/rep. These veteran broadcasters with decades of on-air and coaching experience present a comprehensive look at the world of broadcasting today. Visit Winning the Goal Medal at <http://winningthegoalmedal.com>



WSOU 89.5 FM is the student-run radio station of Seton Hall University. In addition to its award-winning heavy metal and loud rock programming, WSOU also broadcasts Seton Hall athletics and religious, public affairs and ethnic programming. Broadcasting since 1948, WSOU reaches all five boroughs of New York City and much of northern and central of New Jersey. WSOU streams its audio via <http://WSOU.net> and iHeartRadio.



Zipwhip enables existing landline phone numbers to send and receive text messages from any connected desktop or smartphone. The service is easy to use and doesn't require users to make any changes to their existing phone numbers or IT systems. Visit <http://zipwhip.com>



Thank you for attending #CBISeattle 2014!
We'll see you in Minneapolis at #CBITwinCities in 2015! We appreciate your feedback by completing the Seattle Post-Convention Survey.

Visit <http://AskCBI.org/seattle/survey/>

Get the latest CBI News! Join our listservs by visiting <http://AskCBI.org> and select "Resources."



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#CBISeattle Guest Speaker List

Denise Roth Barber, National Institute on Money
in State Politics

Lisa Berglund, Gold Dog Media

Leigh Bezezekoff, Sound and Vision Music Consultancy

Jerry Brewer, Co-Host, KJR

Eve Byron, National Institute on Money in State
Politics

Leo Cirbo, Federal Communications Commission

Jason Colton, Red Light Management

Christina Cramer, Seattle Musician

Jim Dalke, Dalke Broadcast Services

Kristina De Leon, WOAI

Judy Endejan, Garvey Schubert Barer Law Firm

Phyllis Fletcher, Northwest News Network

June Fox, Greater Public

Clay Freinwald, CPBE

Aaron Goldsmith, Seattle Mariners

Gregg, 107.7 The End

Ed Hill, CBS Seattle, KMPS

Jon Humbert, KOMO Seattle

Beverly James, KNHC

Evan Johnson, Talent Buyer

Arik Korman, "The Bob Rivers Show"

Jenny Kuglin, SocialNewsDesk

Sara Lerner, KUOW

Frank LoMonte, Student Press Law Center

Jon Manley, 107.7 The End

Nikki Marra, College Radio Day

Don Martin, Attorney

Tom McGinley, CBS Radio

Steve Migliore, KISW

Jason Milne, Seattle Musician

Doug Mitchell, NPR Next Generation Radio

Laura M. Mizrahi, Communications Technologies, Inc.

Alison Morrow, KING 5 Seattle

Hunter Motto, The Crocodile

Jen Mueller, Seattle Seahawks

David Oxenford, Wilkinson Barker Knauer LLP Law Firm

Travis Ploeger, SoundExchange

John Potter, Radio Advertising Bureau

Jillian Raftery, KIRO

Ross Reynolds, KUOW

Angela Russell, KIRO

Mary Kim Schreck, Solution Tree Consulting

Glenn Schuck, WINS

Jennifer Waits, Spinning Indie and Radio Survivor

Bekah Zietz, Sub Pop Records



Visit [http://AskCBI.org/
seattle/speakers-guests/](http://AskCBI.org/seattle/speakers-guests/)
for bios of our Guest
Speakers!





College Broadcasters, Inc.

NSEMC Minneapolis October 22-24, 2015

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your return from Seattle!**

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